



Town Centre Partnership Grows

We are delighted to announce that membership of the Andover Town Centre Partnership has broken the 20 barrier, and we hope that many more businesses will join the momentum by becoming involved.

Membership starts from as little as £75 per year, with all income being paid into the independent partnership's bank account to fund the plan of Town Centre Improvements. Please contact Chris Gregory using the details at the foot of this newsletter if you would like to find out more.

Partnership Action Plan

We are delighted to launch our first annual Action Plan, with the following being planned for the coming months:

1. Events & vibrancy

- Develop and deliver a Christmas events package.
- Create new quarterly speciality Market events.
- Oversee a new Music & Dance Festival.
- Organise Summer & Christmas Prize Trails.

2. Marketing & promotion

- Develop a new Love Andover marketing campaign.
- Create a new Town Centre map & guide.
- Commission a promotional video for Andover.
- Develop a Town Centre website.

3. Environmental improvements

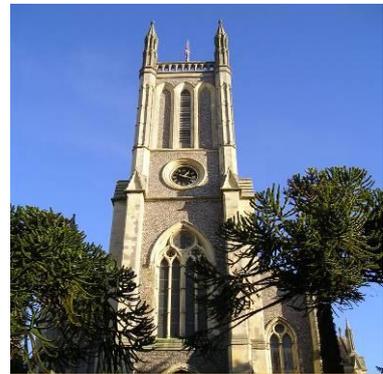
- Organise an annual town tidy day.
- Support a Town Centre in Bloom initiative.

4. Business support

- Update the town centre radio link.
- Organise networking and update meetings.

Newsletter Sponsors

We are very grateful to Mark and the team at Cartridge & Personalised Print World on Bridge Street for their sponsorship of this newsletter.



Treasure Trail

The Town Centre Partnership recently teamed up with Iris Andersen, Janet Thorpe and the Advertiser to organise a Back to School treasure trail. The trail involved 20 town centre businesses displaying an unusual item in their window and was aimed at driving additional footfall around the town.

Prizes were donated by the Travelling Cupcake, The Lights and Wimpy, and we thank all involved with this event.

Radio Link

The Town Centre Partnership is looking to make significant improvements to the Radio Link in the town.

Plans include an upgrade to a cutting-edge digital transmission system and new radio handsets.

We also plan to improve the system of sharing intelligence on incidents to make the town centre even safer.



Mailing List

We encourage all town centre businesses to join our mailing list in order to be kept up to date on key information relating to the town. If you would like to receive these updates, please email Chris Gregory using the details at the foot of this newsletter and we will add your e-mail address to the contact list.

Please also note that you can unsubscribe from this at any time.

Opportunities for Town Centre Businesses

The Town Centre Partnership would like to highlight the following schemes which currently operate to support our businesses:

Independent retailer grant – up to £1,000 available plus free membership of the British Independent Retailers Association.

Skills training fund – for training any of your employees who are local residents.

Jobs Fair – midday-3pm on 29th September – an opportunity for your businesses to fill any current vacancies you may have.

For further details or to register for any of these schemes, contact David Gleave via dgleave@testvalley.gov.uk

Business Networking Event

All town centre businesses are invited to attend a business networking event at the Star & Garter from 7.30am on Thursday 2nd October. Our guest speaker will be Sir George Young and please contact Chris Gregory using the details below if you would like to attend.

Christmas is coming

The Town Centre Partnership is currently developing plans for the key Christmas period, as well as planning a number of events and marketing activities, and we need businesses to lend their support to the activities in the town.

We urge all businesses to help us make the town feel as festive as possible – even simple measures like dressing your window and entering our window display competition will help.

Andover
TOWN CENTRE PARTNERSHIP

Your Town Centre Manager

Chris Gregory is a freelance Town Centre Manager, who is contracted for 22 hours per week for Andover.

Chris is usually in town on Wednesdays and Thursdays and wants to talk to all businesses, so please contact Chris using the details below to arrange a visit.

